

INFORMATION LETTER

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For Members
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Trade Information Bulletin Mailed to N.C.A. Members

The Association mailed to its membership last week the second of the monthly series of "Trade Information Bulletins" prepared by Dudley, Anderson & Yutzy, as part of the current Consumer and Trade Relations activity. Highlights of this Bulletin are included elsewhere in this issue in the progress report made to the Board of Directors.

Article by President Willkie

An article by N.C.A. President E. E. Willkie describing the Association's current Consumer and Trade Relations program was featured in the Super Market Convention Section of the *New York Journal of Commerce* distributed May 23-26 at the 17th annual convention of the Super Market Institute in Cleveland.

Mr. Willkie pointed to the dynamic character of the canning industry in promoting its products at a time when the per capita consumption is high and increasing, stating that "all good bridge players lead from strength." The article further detailed the aims and implements now being used in both the consumer phases and trade phases of the activity.

Canner Cooperation Stressed

The N.C.A. Consumer and Trade Relations program was played up in the May issue of *The Pennsylvania Packer*, official publication of the Pennsylvania Canners Association. William A. Free, Sr., chairman of the N.C.A. committee supervising this activity, had a contribution explaining "How and Why a Canner Should Tie into the N.C.A. Consumer and Trade Relations Program." Another feature contribution in the same issue was a progress report on the program prepared for *The Packer* by Dudley, Anderson and Yutzy.

C & T Program and Marketing Orders Take Chief Attention of Directors

Progress on the Association's Consumer and Trade Relations program (see page 200) and consideration of the marketing orders problem received most of the emphasis and attention at the spring meeting of the N.C.A. Board of Directors in Washington May 20 and 21, presided over by President E. E. Willkie.

Guest speakers, on successive days, were The Honorable Clifford R. Hope, Chairman of the House Agriculture Committee, and The Honorable Ezra Taft Benson, Secretary of Agriculture. Summaries of their remarks, dealing with broad aspects of the Administration's farm program, are reproduced on pages 206-207.

George Seybolt, Chairman of the N.C.A. Legislative Committee, introduced a report of the Association's recent presentation of industry opposition to federal marketing orders controls. R. B. Heiney of the staff gave the current status of such legislation and Hamilton Carothers of Counsel's office outlined the scope of the proposed controls. Three of the industry witnesses, Fred M. Moss, Edwin C. Kraus, and John E. Dodds, summarized for the Board the testimony of the canner witnesses, and Dr. Howard L. Stier, Director of the Statistics Division, reviewed the charts used in the presentation to Senate and House Agriculture Committees. This testimony was presented in full in the Supplement to the INFORMATION LETTER of April 10.

Association Chief Counsel H. T. Austern completed the legislative report by giving an over-all evaluation of the current situation.

In view of repeated efforts to bring canning crops under federal marketing controls over the past 20 years, Secretary Carlos Campbell suggested that each canner re-evaluate his grower relations, pointing out that perhaps the recurrence of recommendations for marketing orders legislation indicates a need for closer canner-grower relationship. He recommended that members of the industry specifically undertake to point out to growers the fallacies of such control programs.

E. A. Hildreth, Chairman of the N.C.A. Convention Committee, reported at the Friday morning sessions. He referred to Board approval last May of the policy of holding the annual Convention in alternate years in Chicago and Atlantic City, and stated that since there had been no further instructions or recommendations from the Board, the Committee and the staff were proceeding on that premise, planning the 1955 Convention to begin February 19 in Chicago and the 1956 Convention in Atlantic City.

John L. Baxter, Chairman of the (Please turn to page 209)

MEETING OF N.C.A. DIRECTORS

Progress Reports on the N.C.A. Consumer and Trade Relations Program

**By W. A. Free, Sr., Chairman,
Committee on Consumer
and Trade Relations**

It is only a little over three months since the Board authorized our work in behalf of Consumer and Trade Relations. In most good programs it seems to take quite a while to get the show on the road. In reporting for the Committee I should report progress, and I think when you look around the room at what is displayed on these easels you will find that this is truly a report of progress. We're moving along, you've seen evidence of what has been going on in some of the trade papers, the INFORMATION LETTER and elsewhere.

It was felt in the beginning that a subcommittee, or operating committee, made up of canners that know these techniques, should be appointed to really supervise the details of the job. President Willkie appointed that committee under the chairmanship of K. F. Boucher. His operating committee has been working with the experts on this project and coordinating all the efforts of the Association staff to make this truly an N.C.A. function. Without further ado then, I call on Ken Boucher to give you the real meat of this program.

**By K. F. Boucher, Chairman,
Technical Subcommittee of the
N.C.A. Consumer and
Trade Relations Committee**

This assembly of charts around the room looks like a shooting gallery. Actually it is a shooting gallery but the shots are going to come from the charts, not toward them, at least until after the meeting, when I think we'll be able to answer any shots that may be directed.

There has been an operating committee at N.C.A. headquarters working with this so-called operating committee appointed by President Willkie. They should be identified now and they will certainly be identified throughout this presentation. The staff operating committee is composed of Dr. H. L. Stier of the Statistics Division, Miss Katherine R. Smith of the Home Economics Division, and Nelson H. Budd of the Information Division, with Secretary Carlos Campbell, of course, operating as general supervisory chief.

That group in three months has created a situation of coordination

that has been rather amazing to those of us on the operating committee. It is a most unusual thing, particularly in an association as widespread as this one. These people, working with our professional counsel, have reached a common level of understanding which you'll see demonstrated as Mr. Anderson goes through what we're going to show you here, and which I think you have already noticed in your home communities.

This isn't solely an Association program and we would like to have you think of it as something more than that. It certainly isn't a Dudley, Anderson & Yutzy program; it isn't a Katherine Smith program, or a Nelson Budd program or a Jack Stier program. It actually is a National Canners Association member program, and we want you to think of it in terms of your own, as though you were doing it yourself, individually. We're going to say a little bit more about that and what the members individually and in their own territory really can do to implement this program and give it the additional stimulation and action we are all working towards.

We've started a groundswell here in this country in terms of favorable impressions toward canned foods. It is under way. The groundswell is rolling, as you're going to see, but its impact and its increase and its continuation is going to depend not on the operating committee nor on the working people here that have done this tremendous job. It will depend on what each one of us in the membership does individually, in his own community.

Two bulletins have been put out indicating what individuals should do. I don't know how widely they have been read, but I am convinced they should be carefully studied and acted on. We've had some indication and since I've been here in Washington on this trip, I've seen more indication than I had believed possible of the work that individual members are doing to move this thing along. We're glad to see it, but we think it has just started. We're preparing another worksheet for all of us in the Association, to try to get over the idea that this is our individual job to do. As we do it, in our contacts with buyers and with other segments of the trade, and with consumers, it will push that groundswell along much faster.

We have here from New York the professional counsel on this job, em-

ployed to work with the operating committee at headquarters. We thought at the time they were selected that we had the best in the country; after three months we're sure of it, and I think you people are going to be sure of it, too. I shall turn the meeting from hereon over to George Anderson, the head man of Dudley, Anderson & Yutzy, who, I believe, is going to surprise you with the report of the accomplishments which have been made in three short months.

By George Anderson

First of all I want to publicly acknowledge the complete and wonderful cooperation in the conduct of this program of Carlos Campbell, Nelson Budd, Jack Stier, Meryl Sullivan, Bob Heiney, Fred Van Horsten, and especially Katherine. It has been a warm experience for us and we do have, I think all of us, a great deal of feeling of accomplishment. But I don't believe any of us individually have any pride of possession.

This is your show and we're here to put it on for you. One thing I'd like to point out, because it was made pretty clear in Atlantic City and is something I believe you all wholeheartedly accepted, and that is the fact that this program, coordinated and planned as it is, is not a program of expediency, of eye-catching stunts and gimmicks, of opportunistic devices. It is built and worked along what we think will provide the long-range means of getting our story across both to the consumer and the trade.

So without further ado, let's review those principles, the plan of action that is the foundation of this program, the objectives that keep us on the track:

Easel No. 1, the N.C.A. Plan of Action, lists these points:

To conduct a continuing consumer relations program on the prestige and basic virtues of canned foods.

To create the National Canned Foods Conference.

To counsel with an Operations Committee.

To direct activities of a national marketing research organization in scouting trade attitudes and operating pilot studies.

To prepare and distribute sales manuals and trade information to N.C.A. members.

To implement a continuing trade paper program, speeches at industry meetings and a retailer newsletter.

To explore sponsored psychological consumer studies.

Now, via the exhibits on the other easels you see encircling the room, let's

trace the accomplishments of the past three months against our plan of action:

Easel No. 2, Editorial Board of Review—Members of this Board represent the major media used in this Consumer Relations Program, and they are:

Magazines—Dorothy Kirk, *Woman's Home Companion*; **Newspapers**—Clementine Paddleford, *New York Herald Tribune* and *This Week*; **Radio**—Alfred McCann, WOR; **Television**—Josephine McCarthy, WNBT; and **Press Syndicates**—Dr. Ida Bailey Allen, King Features.

So you see, in line with our operation of program planning, we have sought the advice of the outside experts as well as the inside experts. And I think it's quite a tribute to N.C.A. to be able to announce that on our editorial board of review we have the top people in the country interested in our program and guiding our program with us. These people have not only offered but are desirous of checking with us, working with us, making sure all of our facts are straight, our approaches are right for the people in the fields they represent.

Our first move in that direction, still in production, is the development or creation rather, of what we call the ABC's of canned foods. We're working on this project night and day to try to get it pushed through, but it's a big job which I think you will understand when I describe it a little further.

This will be an editorial handbook with a compressed history of the canned foods industry up front and then, from A to Z, a brief statistical picture of the 50 leading canned fruits, vegetables, meat, fish, juices, baby foods and specialties. It means that an editor, if she wants to write about canned apples, let's say, may turn to A and find the pedigree of apples, pack statistics, history, pack, uses, nutrition—a condensation of the entire canned apple story and so on, all the way through. This will be published in conjunction with our editorial board of review in four editions: The ABC's of canned foods will have a magazine edition; a radio edition; a television edition; and a newspaper edition. It will be a continuing bible for the leading writers and broadcasters of the country. We're starting with 50 products to get the thing rolling but as we develop further information on other items, the publication, printed loose-leaf, will always be on the editor's desk to be filled in and to be made a continuing, useful, living thing.

Easel No. 3, Tailored Articles for National Magazines—This has a display of the *Woman's Home Companion*

article, "Because of Canned Foods We Eat Better Today," and it shows the covers of 13 national magazines that have been approached with suggestions for similar canned foods articles.

Let's take a look at public handling in the magazine field. You are all familiar with the *Woman's Home Companion* article, "Because of Canned Foods, We Eat Better Today." At this time, I would like to bring up and reiterate the fact that this article, which, in my opinion, is one of the outstanding food articles ever written, started months before this program ever came into being, when the food editor of the magazine visited Katherine and Carlos in Washington for the general background of the material.

In the development of the recipe material in the article, I'm sure that at least a half a dozen of the individual home economists of the companies within the industry contributed information on their own specific products.

We entered the picture in the shaping of the article at its very end into our prestige approach of the N.C.A. program and, because of the merchandising facilities in the program, were able to merchandise the article to the satisfaction of *Woman's Home Companion*. It is a typical example of the complete union and cooperation that is going on and will go on in similar articles in the magazines you see here.

We have been talking and lining up individual articles on canned foods with *Good Housekeeping*, *Everywoman's* magazine, *True Story*, *Woman's Day*, *Family Circle*, *McCall's*, *Ladies Home Journal*, *Seventeen*, *American Home* magazine, *Better Living*, *American Magazine*, and *Parents*. These editors have been visited individually, their specific needs discussed. I thought you might be interested to see the various ways we hope our prestige and canned foods story will appear.

The *American Home* Magazine—I know the ladies in the audience are familiar with the "Take A Can" series in that book; many of the ad men are, too.

At this time, *American Home* is considering the printing of "Take A Can," not take a can of "whatever," just "Take A Can" and devoting their own article to the quality of canned foods.

We have suggested to *Good Housekeeping* a "Canned Foods Cookbook" and to *Woman's Day* "How To Get Glamour Canned Foods Menus at Economy Prices," two important parts of our basic story. For *Family Circle* the suggestion was "How to be a Glamour Cook With Cans," and to

Seventeen "Canned Foods are Sure Successes for the Beginning Cook."

The *American Magazine* had an interesting idea. We suggested it and they are developing it. They want to do a story on a typical farm family, which involves a member, a son I suppose, who has won a canning industry agricultural scholarship and what the canning industry, through that scholarship has contributed to an American family.

Better Living magazine would like to do a story on a canner who has contributed to the social welfare of the community.

We hope that some or all of these articles will appear within the next six to eight months, and you'll be posted on them as they come along.

Easel No. 4, National Farm Home Editors Conference—The N.C.A. Consumer Relations program will be presented at an October 12, 1954, conference by Katherine R. Smith, the N.C.A. home economist, my director of home economics, and a lot of us on that show. We'll have a meeting to discuss what we can provide to the farm magazine field and then have dinner with 36 farm magazine editors. So there will be more of the canned foods story in this very important field pretty soon.

Easel No. 5, Prestige in Sunday Supplements—This is a photostat of a double-page canned foods article in color that will appear in the *American Weekly* of September 19, and will be merchandised in the same manner as the *Woman's Home Companion* feature. The heading is "Entertain Wonderfully With Dinners from Cans," conveying to readers the idea of canned foods prestige. This is another example of cooperation and follow through that characterizes this program.

The *American Weekly* food editor got in touch with Katherine, mentioned the fact that she was thinking of a canned foods article, and what would Katherine suggest for this season of the year. Then she got in touch with us as did her merchandising director and, to make a long story short, this prestige article on canned foods will appear to a readership of over 10 million. In this article there'll be 25 canned and glass packed foods in fruits, fish, vegetables, poultry, soups, and meat.

In that same supplement field, we are discussing a similar type of treatment—same glamour, same prestige, same pride of preparation with *Parade* and *This Week* for fall issues. So we hope for a total of about 26 million readers in the Sunday supplement field this fall in your program.

Easel No. 6, A Canned Foods Anthology for the Newspapers—We call this the Clipsheet. It is a large sheet

distributed to 1,000 daily newspapers with a total circulation of 18,000,000 readers and is headed "Canned Foods—For Goodness Sake." Each sheet contains 18 different-length stories about various aspects of canned foods, all ready for the editor to clip and publish. Every story tells a specific part of our basic prestige and pride story. It's a little early to get results yet, but I can tell you that we got a letter the other day from the food editor of the Washington Evening Star that we hope is indicative of its national reception. She wrote: "Like an answer to a prayer, that's what the canned food release was to me. You couldn't have timed it better. I was sitting here trying to stir my feeble brain into some kind of action. Then I opened the mail and bless you, there it was! Latched right on to the canned foods shelf idea pronto for a real story. Pictures mostly from the National Cannery Association gala." There you see the combination of this material coming from New York and the local tie-in with N.C.A.

Easel No. 7, The Canning Story in Color—This shows a full-page color photograph and prestige article on canned foods that has been placed with a service purchased by 92 metropolitan newspapers with a total circulation of 16,500,000.

Easel No. 8, Economy is Good News—This shows a blow-up of an article in the *Wall Street Journal* deploring surplus packs and low prices, and beside it on the easel is a blow-up of the press release prepared so as to bring out constructive elements of the *Wall Street Journal* story. This was released to newspapers across the country, and a typical use is exemplified by this blow-up from the *San Antonio Express*, which reprinted the release under the heading "Canned Foods Offer Bargains." The stable price performance of canned foods was thus registered once more to consumers.

Easel No. 9, A Week of Syndicated Columns—Here are advance proofs of seven canned foods articles to appear on consecutive days in the Ida Bailey Allen food column syndicated by King Features, Incorporated, to 900 newspapers across the country. Each of these seven columns will have a 15-000,000 readership. The copy is devoted to canned soups, juices, meats and entrees, vegetables, appetizers and relishes, fish, fruits.

Easel No. 10, the 4,251 Farm Community Newspapers—This shows a map of the nationwide coverage of farm community newspapers with a total circulation of 12,600,000, and here is an advance proof of the first of a series of farmer-canner cartoon features, which will be periodically released to these papers, reaching into

practically every agricultural county in the nation.

Easel No. 11, Weekly Radio Scripts—Here is another map, with samples of three different weekly radio scripts, now going out regularly to a network of 400 radio stations, whose total listening audience is 17,000,000. Each of these releases contains paragraphs boosting public acceptance of canned foods.

Easel No. 12, A Regularly-Scheduled Television Service—This map shows coverage of a monthly N.C.A. television broadcaster service issued to 161 telecasters with total listening audience of 15,000,000, and sample scripts of the material supplied them.

Easel No. 13, TV Tour by Our Home Economist—Personal appearances on national television programs are an integral part of television coverage. Our television home economist, Mary Crum, known to many of you, has appeared as guest star, telling the canned foods prestige story on television programs in the following cities to date:

WOR-TV, New York City; WCAU, Philadelphia; KSD-TV, St. Louis; KMBC, Kansas City; WHAM-TV, Rochester, N. Y.; WTMJ-TV, Milwaukee; WGN, Chicago; WXEL-TV, Cleveland; WDTV, Pittsburgh; and Katherine Smith appeared as guest star on a Washington, D. C., television program.

Easel No. 14, National Canned Foods Conference—This photo shows you what the first National Canned Foods Conference will look like when it is assembled at the next N.C.A. Convention, February 21, 1955, at the Sherman Hotel, Chicago. There will be a day-long session of addresses and panel discussions on canned foods, topped with a gourmet canned foods luncheon demonstrating the prestige story of this program.

The Trade Relations part of the N.C.A. program differs from the Consumer Relations program in that N.C.A.'s consumer message is sponsored and endorsed by the editors and broadcasters who tell their vast audience that canned foods are all we know they are, while in Trade Relations, N.C.A. speaks directly to your customers. We must, therefore, speak with the authority that can come only when your customers feel you understand their problems, their methods, their objectives—and that you sincerely want to help them. To do this, the starting point of the Trade Relations activity was to establish N.C.A. as their partner and bring them in as partners on the N.C.A. program. I now introduce Don Callahan, to tell you about that and other phases of the Trade Relations program.

By Don Callahan

Certainly your customers would want the trade activities to be based on fact, on research, on market analysis that would help them. Consequently, the Trade Relations activities were slower to start than were the consumer activities.

First there had to be a great deal of fact-gathering, analysis and research. Good trade press relations needed to be established for the long haul.

But probably the most important step was to gather around and within the N.C.A. program a group of men from your customer industries and from the brokerage field who would help to do a number of things. They would help keep the program on the track; would constantly advise, suggest and comment; the kind of men who would reflect objectively what your customers needed most from you to help sell more canned foods.

So step number one in the trade relations activity was the appointment by N.C.A. of an Operations Committee or what you might consider an N.C.A. trade advisory committee. The nucleus of the committee now exists; the committee now is in operation. It is now helping to formulate, plan the trade relations program and its various activities. I would like to name them quickly for you:

Easel No. 15, Active and Operating—The N.C.A. Trade Advisory Committee—Ray O. Harb, national sales service manager, Red & White Corp., Chicago; Ralph B. Johnson, executive vice president of the National-American Wholesale Grocers Association; Mrs. Marie Kiefer, secretary-manager of National Association of Retail Grocers; Don Parsons, executive director of Super Market Institute; E. Norton Reusswig, partner, Lestrade Brothers, New York City, and last year's chairman of the National Food Brokers Association; Watson Rogers, president of the National Food Brokers Association; Harold O. Smith, president, U. S. Wholesale Grocers Association; Virgil B. Stewart, president, Food Brokers, Inc.; William Stiekney, president, Pleasing, Inc., Evanston, Ill.; Paul S. Willis, president, Grocery Manufacturers of America; Jerry H. Young, general manager, eastern division, National Retailer-Owned Grocers; and John A. Logan, president of the National Association of Food Chains, is serving ex officio.

There may be a need to add more men to the committee to get a broader picture of your customer industry, to ascertain their wants and needs, to understand their problems, but for the moment this is your committee and these are the people who are helping

N.C.A. plan and carry out the trade relations activity. They discuss the results of projects that already have been completed and help plan for new projects. They consult and review on trade research activities, to help us direct our activities down the right avenue.

Easel No. 16, Sales Aids for the Canning Industry—The first step for N.C.A. members was to prepare a presentation that would help the membership at large understand the program better and that would help them explain it to their brokers and customers briefly, concisely, in selling language and selling terms. Already mailed to members is this brief illustrated booklet, describing the aims and objectives of the Consumer and Trade Relations program. It supplies something to use, to have in hand, when describing the program.

Soon to come off the presses is this sales builder kit, mounted here in dummy form, which offers to canners actual materials from the program to use in calling on brokers and customers. This is a simple sales aid that combines the booklet explaining the program, together with some samples of the consumer publicity you've seen on previous easels—the canned foods anthology, the color page for newspapers, and a simple plan-of-action sheet, which merely explains to the canner what he can do with this material in contacting his brokers and customers. Actually, the worth of both these sales aids will be much greater if worked into your own individual sales presentations.

Easel No. 17, Current and Continuous Trade Information Newsletter—The program as planned originally and discussed in Atlantic City involved the collection, analysis and dissemination of basic trade information that might help canners do a better selling job. The first step in this direction is to supply everyone in the canning industry with information they can use in many ways. So, on the 15th of every month, a *Newsletter* is mailed to all N.C.A. members and the trade press, informing them of current trade trends and other pertinent merchandising facts, based on facts gathered in the 137 principal markets on an almost day-to-day basis. They come into New York in a constant flow and are analyzed, some eliminated, some checked further when additional information is desired. They end up in this *Newsletter*. Occasionally in the *Newsletter* you will find an attachment indicating something your customer industries or your brokers are doing to coordinate and cooperate in the basic program. For instance, attached to Bulletin No. 2 was a letter from the N.A.W.G.A. Attached to your next bulletin will be a letter Watson Rogers has just sent

out to all of his members urging their participation, asking for their comments, and asking them to keep N.F.B.A. headquarters constantly posted on progress of the program in the field, so that he, through the Operations Committee, can help plan and direct future activities.

There are many ways you can use the *Newsletter*. You can add items from it to your own bulletins to brokers and customers. We hope the information it contains makes you better able to plan your own sales activities since it reveals what the trade needs, what it is thinking about, what it wants, trends and attitudes.

In addition to the *Newsletter*, a basic part of the Trade Relations program, there is another communication between N.C.A. and its members that should be watched closely. You should read carefully the N.C.A. weekly *INFORMATION LETTER*, because every issue carries information about the program, news, facts and things you can use to tie in. There's no other way we can get program information to you as fast and as completely as through the *INFORMATION LETTER*.

Easel No. 18, Your Customers are Aware of New Aggressive N.C.A. Merchandising Force—This collection of clippings from the trade press is evidence of how distributors and retailers are kept abreast of new developments in the Consumer and Trade Relations program. This broadside was prepared early in the program and actually this publicity is a result of the press conference and releases at Atlantic City and later, announcing your decision to launch a Consumer and Trade job. Since then there has been a lot of additional trade publicity. Your customers are constantly being covered with news of the program. The trade press knows the objectives, they are being urged to help, and they have been extremely cooperative during the first three months of the program and have offered to help continuously in the future. There will be trade publicity continually throughout the program.

Easel No. 19, N.C.A. Leadership in Merchandising Research—Plans for study of canned foods retail net profitability and for studies to improve retail merchandising methods are under way.

The first would seek to learn about the accounting procedures of retailers and how they determine net profit, obtaining such facts from the best informed, leading chains and volunteers in each of the nine major U. S. marketing areas—those organizations that have sufficient accounting records to make a satisfactory analysis. Net profit and accounting in retail foods are the responsibility of the retailer and it is no one else's responsibility to

help him set up a detailed cost accounting system. In that area the retailer reserves the right to make the ultimate decision. However, his interest can be stimulated in doing a profit study, and finding out what net profit canned foods will deliver for him. It can clear the air of a lot of misinformation. He can be given a lot of facts, and N.C.A.'s leadership and interest in the field of helping the retailer total up a better net profit can be established.

In the field of merchandising and marketing of canned foods in retail stores the study of methods might include such things as departmentalization of canned foods along with details such as improved shelving, space allocation, promotional devices, etc. The study should establish greater interest on the part of retail organizations in the buying and selling, the merchandising and advertising of canned foods.

Easel No. 20, First N.C.A. Prestige Promotion; 850 Supermarkets Covered—Consumer publicity and merchandising often cross. One supplements the other; one is used by the other. So where you find on the *Woman's Home Companion* feature easel, a television kit, it was not only a consumer publicity medium but a merchandising medium, because when the kit went out to the 162 telecasters, bulletins went out at the same time to retailers in those areas telling them when and where the program was scheduled. They were urged to take advantage of this television support and it was suggested they have "Because of Canned Foods We Eat Better Today" promotions. Reprints were mailed to retailers. A list of the recipes in the article was supplied and a list of the some 60 canned foods involved, so the retailer could choose what he would prefer to feature during the promotion.

There is not yet a complete recap of the merchandising promotion activities resulting from the *Woman's Home Companion* feature. Reports are still coming in. Television features, canner bulletins, and retailer bulletins reveal promotions in Alabama, Colorado, Illinois, Indiana, Kansas, Kentucky, Maryland, Missouri, New York, North Carolina, Ohio, Pennsylvania and Wisconsin. A retail promotion based on this theme will be set up in the Shop-Rite stores in New Jersey. N.R.O.G. tied in, using newspaper advertising to feature the theme in their 5,000 stores throughout the East.

Easel No. 21, Merchandising of American Weekly Feature—The second promotion based on an editorial theme will be in connection with the *American Weekly* editorial projected on Easel No. 5. *American Weekly*

has a 10,000,000 circulation for this double-page canned foods color spread and will provide store merchandising materials for about 10,000 stores. They will also distribute somewhere in the neighborhood of 10,000,000 recipe leaflets.

How will you participate in the *American Weekly* promotion? You can participate in many ways. Reprints and sales brochures will be available to N.C.A. members and they will explain how you can work closely with the *Weekly* in the markets where they will concentrate their activities. They establish retail contact in many major markets. In those markets, their men will be calling on distributors and retailers to set up promotions. At the same time, N.C.A. will carry out a heavy, concentrated trade publicity campaign, so your customers will know all about it.

Easel No. 22, Only Three Months and the Climate Has Improved—We have the feeling that the program is on the way, that the climate has improved. The bulletins of N.A.W.G.A. and N.F.B.A. are two elements that demonstrate that. In addition are many responses from retail organizations, anxious to tie in, anxious to do something, to know more about the program. They offer their facilities. Here are a few that have said they want to help: American Stores, Bohack, Best Markets, Gristede, Fisher Brothers, Shop-Rite, N.R.O.G.

Throughout this comment on the Trade Relations activities I have referred to trade information, facts, analysis, examinations, studies, and so on. This is an activity that operates behind the scenes. You don't see it. You see an item from the trade press, you receive *Newsletters*. You see programs after they are planned, but behind all these programs and behind the trade publicity there's a great operation going on that is part of the N.C.A. program. Actually, everything that goes into the trade relations program is based on fact, based on analysis, based on market information. To tell you more about how this information is gathered and what we do with it, here is Don White to outline that part of your program.

By Don White

We refer to our part of the job as the trade laboratory, a section of the Trade Relations work.

Easel No. 23, Map of the N.C.A. Trade Laboratory—This shows the 137 cities in which we have field representatives making regular contacts with the trade. This contact work is extremely important. In addition to the responsibility of getting factual information, it has been a real pleasure to find the friendly climate in which we have been able to work with

the retailers and large multiple unit chains and volunteers. They seem interested and friendly in the matter of trying to do a better job.

Easel No. 24, Personal Contacts with Corporate and Voluntary Chains—These result in two important things. We (a) get information vital to the N.C.A. Trade program on space allocations, costing and profit data, promotion methods, and, I think, importantly, on merchandising attitudes and policies. But at the same time we are getting information from them which (b) helps focus attention on the N.C.A. program.

Easel No. 25, Analysis and Reporting—Another phase of our fact and information work is analysis and reporting of field contacts with retailers and distributors, of pertinent consumer and retail trade studies made by other organizations such as the trade press, consumer media, etc., and of trade attitudes and trends. We try to extract things that are contributory to the N.C.A. program and that can be used to help do a better job.

Easel No. 26, Highlights of the First N.C.A. Trade Study—A pilot study was made in chains and volunteers in 29 cities which revealed that only 4.4 percent of retailers plan increased space for canned foods; only 3.8 percent plan increased promotional effort; 27.5 percent had "no opinion" on net profits by products; and 12 percent feel that canned foods yield greatest net profit.

It is interesting that more than a fourth of the stores interviewed held no opinion on the net profit of canned foods or other products in their stores. That's a factor that shows how valuable information on net profit should prove to be.

Easel No. 27, Analysis of Canned Foods Retail Advertising Trends in 14

Major Cities—An analysis of spot checks of more than 300 retail grocery newspaper ads in the same papers, the same cities, and for March and April of 1953 and 1954 shows:

(a) 17 percent more retailers ran ads during the March-April checking periods in 1954 than in 1953.

(b) 15 percent more retail grocery ads were run in the 1954 period than in 1953.

(c) Only 4.04 percent of the ads in 1954, compared with 11.2 percent of those in 1953, gave headline or "store-wide promotion" featuring to canned foods—or less than half as much.

The cities involved are Atlanta, Boston, Chicago, Cincinnati, Columbus, Houston, Los Angeles, Miami, Oklahoma City, Philadelphia, Dallas, Detroit, San Francisco, and St. Louis.

Easel No. 28, Checking and Reporting on Retail Canned Foods Promotion—Summarizing this feature, it consists of (a) obtaining advance schedules from chains and volunteers on their promotions—what kind, how often, of what nature; (b) developing any available sales-increase and net profit results, and (c) providing facts and recommendations for improving promotion and merchandising methods.

Summarizing my portion of this report, I would like to say that the Don White organization provides weekly contacts with chain and super market headquarters, reports from 137 field men (in that many cities), spot store checks and investigations, analysis of current trade studies, retail ad checking in 14 major cities, retail contacts developing pilot canned foods promotions, planning and coordinating inter-industry trade research, planning and supervising qualitative studies such as net profit, and consultation with DAY.

Report of the Raw Products Committee

By W. Stanley Macklem, Chairman

I am very happy to have this opportunity, as Chairman of the Raw Products Committee, to tell you a little about our raw products program and how it is carried out, because we believe it is designed to achieve one of the basic premises upon which the canning industry rests, that is, the production of high quality raw products so that the highest quality canned products may be manufactured.

From time to time we are asked by new Board members, or sometimes by old ones, what does the Raw Products Research Bureau do, how does the Raw Products Committee function, and what type of activities does the Technical Advisory Committee carry on?

These questions do not surprise us, nor do they disturb us. Much of a

constructive nature, we believe, is being accomplished. I will not take the time of the Board today to go into details, but we could show you specific examples of what has been, and is being done, any time you are interested.

However, at this time I would like to outline briefly how the Bureau operates, how the Raw Products Committee functions, and what the Technical Advisory Committee is currently doing so that you will have some idea of the scope of the work.

Our raw products program is carried on first by the Raw Products Research Bureau, of which Dr. Mahoney is the Director. His job is to keep the needs of the canning industry constantly before the research workers of the various state experiment stations and the U. S. Department of Agriculture. In order

to do this he personally visits most of the experiment stations in the major canning areas throughout the United States, and maintains a close and intimate contact with the research workers in those institutions. His long experience in experiment station work, prior to his joining the Association, peculiarly fits him for this assignment.

He also maintains close identification with scientific societies in various fields of agricultural research, so that the latest and most authoritative information can be brought immediately to the attention of canners, or can be utilized to solve some pressing problem in the production of better fruits and vegetables for canning.

The Raw Products Committee is a planning committee. It acts as an advisory committee to the Executive Secretary and Board of Directors of the Association in matters affecting raw products, and holds itself in readiness to assist both the Raw Products Research Bureau and the Technical Advisory Committee.

The Technical Advisory Committee is a subcommittee of the Raw Products Committee. It is made up of men who are closely identified with agricultural problems in their own canning companies who can bring to the solution of such problems a background of practical field experience.

At a meeting of the Raw Products Committee yesterday some recommendations of the Technical Advisory Committee were adopted. One of these was that the members of the Raw Products Committee foster the formation of strong agricultural committees in the various state associations, wherever they do not exist. We believe that the local assistance and cooperation such state agricultural committees can furnish will be invaluable in furthering the improvement of canning crops.

At the present time the Technical Advisory Committee is focusing its interest on the following problems:

Seed Quality Improvement: We have felt for some years that there is too much variability in seed quality which affects the uniformity of maturity and yield of canning crops. This subcommittee, after several conferences with the technical men in the seed industry, has planned cooperative experiments to study the problem of seed quality. This year 16 canning firms and seed companies are carrying on cooperative tests to yield some fundamental information on this point.

Precision Planter Development: We find as we start working on one project that it often leads to another. If the quality of the individual seed is improved, the precise placement of that seed assumes more significance. The TAC believes, therefore, that a definite need exists for precision

planters, and a subcommittee of the TAC has met several times with design engineers of manufacturers of such machines to develop agronomic specifications of equipment to do the job. Several companies will furnish experimental machines for testing this season.

Row Crop Spraying: There has been a growing conviction on the part of many canners that the maximum efficiency is not being realized for the time and money spent for disease and insect control of canning crops. It has been realized also that new equipment is being sold to canners and growers before specific and definite information had been developed which would prove its effectiveness. To get more information on these questions the TAC has arranged for cooperative experiments to be carried on among canners, experiment stations, and federal workers in several states this coming season.

Mobile Viners: This committee is attempting to speed up the development of mobile viners for which there is a real need. It is developing performance specifications, and considerable field work will be carried on this year to evaluate the practical operation of such machines.

Fruit Problems: This is a new subcommittee of the TAC which was set up this past January, and is therefore just getting under way. It is made up of men who are interested in problems affecting fruit quality and one of its first objectives is to try to coordinate and encourage some fundamental studies on the use of antibiotics for controlling bacterial diseases of fruit crops.

You can see from this that our TAC is very active. Last year its subcommittees held 35 different meetings, inspection tours, and conferences, and this does not include many informal sessions. These men carried on this work in addition to performing their regular jobs with their own companies.

We feel that our committees have developed a good strong working program which will expedite the production of better crops for canning, and which will also help solve some of the practical field problems with which canners and growers are faced. If it is the kind of program canners want, then let me say to you very frankly that the time is fast approaching when this Association must spend more money to carry it out than has so far been appropriated. The physical load has become very heavy for our technical industry men on the committee to handle, and if the work is to continue, we may soon have to give consideration to providing them some assistance.

We welcome any suggestions or criticisms of the raw products program as it is being carried on at the present time.

Report of the Labeling Committee

By John L. Baxter, Chairman

At the February 20, 1953, meeting of the Board in Chicago, I reported to you the results of a survey of industry preference for a single label term for several major products where more than one alternate is permissible under FDA regulations.

You will recall that the purpose of this survey which is still continuing is to bring about standardized use of labeling terms to help the consumer in her purchase of canned foods.

At that meeting, the Board voted approval of the Labeling Committee's recommendations on terms to be standardized for the following products: apricots, cherries, peaches, pears, green and wax beans, sweet corn, field corn, blackeye peas, dried peas, succulent peas, and tomatoes.

I now want to request your approval of the Labeling Committee's recommendations for several additional products as follows (*These recommendations were approved by the Board of Directors on May 20*):

Product and Page in Labeling Manual	Recommended Terms
Fruit Butter (83)	With Added Spice With Added Flavoring
Fruit Cocktail (85)	Fruit Cocktail
Artichokes (129)	Halves With Added Oil
Asparagus (131)	Spears Peeled Spears Cut Spears Cuts—Tips Removed
Lima Beans (139)	Lima Beans (but where necessary the term "Butter Beans" may also be used on a temporary basis)
Beets* (145)	Sliced Quartered Diced
Carrots* (157)	Sliced Quartered Diced
Mushrooms (175)	Sliced
Peppers (193)	Halves
Pimientos (195)	Pimientos Halves Oil Added
Potatoes* (197)	Sliced Diced
Rutabagas (205)	Quartered Sliced Diced
Tomato Catsup (221)	(Not sufficient agreement among packers as to spelling of term)
Tomato Paste (225)	Spice Added Flavoring Added
Tomato Purée (227)	Tomato Purée
Turnips (231)	Quartered Sliced Diced

* Further inquiry as to preference for term "French Style," "Shoestring," or "Julienne," to be made of only those canners who pack this style.

Excerpts from Address

**By the Honorable
Clifford R. Hops, Chairman,
House Committee on Agriculture**

Our Committee on Agriculture had the pleasure not long ago of hearing from representatives from this organization and I certainly do not reveal any secrets, I am sure, when I say that all the members of the Committee who have expressed themselves to me, and I am expressing my own thought also, thought that you made a very fine presentation—one of the best that was made to our Committee in the course of our long years. Of course, that wasn't the first time that our Committee has heard representatives of this organization. You've been there every so often, every few years, anyway; I think five or six times in the last 20 years; possibly oftener. We, of course, are always happy to have representatives of this organization before us because it does contribute to our knowledge of the subject on which we are working.

We are confronted today in agriculture with the problem of surpluses. Fundamentally that's what our Committee is considering. That is the reason that we have farm programs and the reason that we have farm legislation. There may be some who think the problem of surpluses comes because we have farm programs and farm legislation, but I myself do not share that belief because our farm surpluses which began with the intense mechanization of agriculture in the late '20s, I think, are the horse instead of the cart.

I am sure that there is no one here who thinks that surpluses are themselves a bad thing. There is no country in the world today that doesn't envy the United States for its surpluses of agricultural commodities, but I think it is very evident to everyone that surpluses do impose some tremendous problems from the standpoint of management.

One reason that we have these surpluses and the principal reason at the present time is that our foreign markets have been very greatly curtailed. Surpluses indicate how important our foreign trade is to agriculture. During the period from the end of the war until 1952, \$34 billion of our exports were paid for out of funds that were appropriated for foreign relief.

But I do not think that there were very many Americans, who, during that time, opposed the export of food and agricultural products to foreign countries which were in need even though in many cases we were paying for them ourselves. But, the fact that foreign relief is now diminishing has,

in part, contributed to the present situation in which we do not have export outlets for these commodities. However, an equally important factor in the matter is the very large crops of almost all agricultural commodities which have been harvested in almost every country outside of the Iron Curtain during the last two years.

During the war we expanded our agricultural production in this country by 45 percent, which I think was quite a remarkable achievement, considering we didn't add any new acres. We did it with less labor. We were using less labor when we wound up than when we started out, and the increased production was a result of mechanization, improved varieties of crops, improved strains of livestock, conservation, and better farming all the way around. I believe that no matter what kind of a farm program that we adopt we are not going to reduce our agricultural production very much in this country. The history of agricultural production in this country shows that whenever we get up to a certain level we tend to maintain that level; that is, rather than go back.

Increased prices for agricultural commodities will stimulate production as they did during the war years and following the war years and result in great increases; but when you get to a level where there is no longer a need for that production, you don't go back.

I think the greatest problem confronting our Committee now in working out an improved farm program is what to do with the diverted acres—what we call the diverted acres—which are going out of the production of cotton, wheat, and other commodities that we have in surplus at this time. I know that is a question that is of direct interest to the canners of this country because it is a matter of concern as to the use that's made of diverted acres. Some of them are going to be used for canning crops, perhaps, for fresh vegetables. That is the scare expressed on the part of many vegetable producers—that some of these acres that are going out of other commodities will go into those particular commodities.

Now, I think I know enough about you, your business, and your operations that that probably is not going to be anything that you cannot handle in the course of your own operations as far as that is concerned, but here's a factor that I am sure all canners have to take into consideration and it is something that I know you do take into consideration.

But, I think that our problem, as far as farm programs is concerned,

resolves itself mainly now into reducing production, if we can, to tailor it down a little bit more to our needs but it's more a problem of expanding markets and disposing of surpluses. That is the question that I know looms large in the minds of the Administration and the Secretary of Agriculture and in the minds of the members of Congress who are dealing with this subject. So whatever legislation we enact along the lines of a farm program will, of necessity, have to contain some provisions for the disposal of agricultural surpluses.

There is a great deal of interest at this time in some method of distributing agricultural commodities in other countries where the distribution is made to individuals rather than through governments. We have had organizations like CARE and CROP and some of the other voluntary organizations that have developed quite a program of distributing agricultural commodities directly to individuals with very fine results, I think, as far as supplying their needs are concerned and as far as building up good will where this country is concerned. So, I think that in any legislation we may enact we are going to reserve at least a part of the picture for that type of distribution. But, of course, that will be only a part of what can be done.

We are working now on legislation which we hope will deal with the distribution of current surpluses not only by means of barter for strategic materials but also through the use of local currencies which we may or may not be able to use to advantage. We can certainly use some local currencies. We can use them to pay our troops in foreign countries and for cost of foreign installations and for many other purposes but we probably cannot use all the local currencies that we might acquire, for the agricultural commodities that we might sell in other countries. But, we are going to use those methods as far as can be done.

So there are four ways, I think, which we can move to get rid of some of these surpluses. I've mentioned two of them—through the voluntary agencies and to barter in local currencies. Another is through a wider disposition of these commodities here at home by giving the Commodity Credit Corporation authority to declare commodities surplus which have not reached the stage of deterioration or threatening to deteriorate.

The greatest problem that confronts us is to be able to take advantage of our great productivity, the great fertility of our land and our farmers, and to use it in the way that would be of the greatest advantage to us in the

field of international affairs as far as our disposition of these surpluses is concerned.

The Committee on Agriculture this fall traveled over 20,000 miles in all parts of the United States for the purpose of studying agriculture and I am sure that no one could have taken that trip without being impressed with the productivity and the vigor and the strength of American agriculture. You men are in close enough touch with it yourselves so that I don't have to point that out to you, but it's a great thing to have an opportunity to go about over this country and see what is going on and the improvements that are being made and the great activities that are taking place in the field of productivity. If we had been able during these years to build up our distribution of agricultural commodities to the same extent that we were able to build up the production, we probably would not have some of the problems that confront us now.

I am sure that is not a criticism that can be made of the canners of this country because you have done a wonderful job in the way of expanding the production of your commodities and in bringing to the people of this country with its rapidly increasing population, more food and better food in the fields of fruits and vegetables and meats and fish and in all of our canned products than our people have ever had before or the people of any nation have ever had before. It's a great tribute I think

to the far-sighted businessmen who comprise this organization, that you have been able to bring to the people of this country from the farms of this country this greatly increased volume of the types of food that the doctors and the dieticians and the home economics teachers say we ought to be expanding our consumption of, because it is the fruits and the vegetables and the protein foods generally—and those are the things that you folks deal with—that are the types of food that the people consume more and more of as the standard of living increases. So, I simply want to conclude by paying a tribute to this organization and the great work that it has done in the field of distribution of agricultural commodities. You have certainly shown that, with our rapidly increasing population, we need have no fear for the future as far as products with which you deal are concerned. You've demonstrated that you are going to be able to meet the needs of this expanded population and those needs, as indicated in the last 10 or 12 years, are not only the needs of a growing population but the needs of a population which is expanding its per capita consumption of the products with which you deal.

I do want to say that I am most happy to have been here today and to have had the opportunity of speaking to you men who have demonstrated a degree of business enterprise and business foresight and business statesmanship that I believe should be shared by everyone in this country.

Summary of Remarks

By The Honorable Ezra Taft Benson Secretary of Agriculture

It is always a pleasure to meet with representatives of the canning industry because it gives me an opportunity to discuss the importance of research, education and improved marketing methods with a group which believes just as wholeheartedly in such programs as I do.

In an age when so many citizens look to Washington for the solution of problems which could be dealt with more effectively on a local level, I believe it is well to remember that one important function of government is to help people help themselves. Abraham Lincoln stated the case better than it has been set forth since. He said:

"The legitimate object of government is to do for a community of people whatever they need to have done, but cannot do at all, or cannot so well do, in their separate and individual capacities."

Certainly government plays a legitimate and necessary part in furthering scientific progress, education, and more efficient marketing. In this latter role, it is often more effective as a sort of referee or umpire.

In your own industry, government can be helpful in bringing processors and growers together for their own best interests. Although their fortunes are inevitably tied together, this fact has not always been recognized and there are some situations today in this field which could be improved to the advantage of everyone.

Your industry has an important, basic, common interest with the producers of canning crops. In general, you prosper most when the farmers prosper and vice versa. Many canners have made notable progress in recent years toward improving their relationship with growers. I encourage you to continue in this effort. The Department of Agriculture will cooperate with you to this end.

Certain grower organizations have requested the broadening of the law

relating to marketing agreements to include crops for canning and the Department of Agriculture has recommended consideration of such a policy to Congress. I understand that many of you are opposed to this proposition. As I explained to representatives of your industry when they called on me recently, we are glad to explore this subject further with you. We should be able to find a satisfactory way of meeting the problems confronting the growers who seek this legislation.

The great progress which the canning industry has made in recent years did not just happen. It took plenty of vision, hard work and research. And perhaps more than anything else, it required confidence in the future of America.

I am proud of the fine cooperation which exists between the industry and the Department of Agriculture. Our regional laboratories have worked closely with your research centers in developing improved processes which have been of enormous benefit to producers, processors and consumers.

Similarly, in the field of marketing services embracing the development of standards and grades, market news, crop reporting, and marketing research, your industry and the Department have worked closely to bring about substantial progress. Our Extension Service has had an important part in meeting the problems of canners and growers.

Just recently my attention was called to the development by the Agricultural Research Service Fruit and Vegetable Products Laboratory at Prosser, Wash., of a flotation process for removing debris from peas and a variety of other field crops. It reportedly eliminates three-fourths of the labor in removing foreign matter and saves large tonnages which might otherwise be discarded because of contamination.

However great the strides we have already made toward more efficient harvesting, processing and distribution, the fact remains that there is still much to be done in these fields.

Only a nation blessed with such an abundance as we have could waste its resources on the scale that we do and still remain well-fed and well-clothed. In the years ahead, we may not be able to afford such extravagances. Our amazing population growth suggests that there will be 200 million Americans before 1975. They will have to be fed and clothed from roughly the same acreage that we have in cultivation today.

This offers a real challenge to our farmers, our scientists and our food processors. I am confident that it is one they will meet through cooperative efforts.

STATISTICS

Green Peas for Processing

The 1954 acreage of green peas, planted or to be planted for processing, is reported as of May 15, at 458,910 acres, according to the Crop Reporting Board. This compares with 464,450 acres planted in 1953 and annual average plantings of 462,890 acres for the preceding 10-year period.

Of the 1954 plantings, 125,340 acres are indicated for freezing and 333,570 acres for canning and other processing. The comparable figures for 1953 are 121,220 acres and 343,230 acres; for the 1943-52 period, 88,090 acres and 374,800 acres.

The 1954 acreage of sweet, wrinkled types totals 360,280 acres, and smooth, round varieties 98,630 acres. In 1953 sweet, wrinkled varieties were planted on 360,300 acres and smooth, round green peas were planted on 104,150 acres.

In California, where harvesting operations were well under way in May, indications on May 15 pointed to a production of 8,820 tons. This compares with a 1953 production of 12,700 tons and an average of 7,430 tons for the 1943-52 period.

State	10-year ave. 1943-52	1953 planted (revised)	1954 planted Preliminary	Per- cent change from 1953
	(acres)	(acres)	(acres)	planted
Maine.....	6,850	7,930	9,200	+16
New York....	33,240	34,200	19,600	-19
Pennsylvania..	15,200	14,300	14,600	+2
Ohio.....	4,480	2,000	1,500	-25
Indiana.....	6,340	2,000	1,900	-5
Illinois.....	22,200	29,300	29,500	+1
Michigan.....	8,540	5,900	5,300	-11
Wisconsin....	140,470	134,600	131,000	-3
Minnesota....	48,580	63,700	63,500
Iowa.....	4,360	3,500	3,100	-11
Delaware.....	2,800	2,100	2,500	+19
Maryland.....	10,270	9,300	9,400	+1
Virginia.....	2,620	2,500	2,400	-4
Idaho.....	8,050	9,300	11,000	+18
Colorado.....	4,690	3,800	3,100	-18
Utah.....	12,380	8,500	8,500
Washington... ¹	58,510	64,800	66,000	+2
Oregon.....	54,840	56,900	59,300	+4
California ²	7,510	11,900	9,200	-23
Other states ³ ..	11,060	7,920	8,310	+5
U. S. Total....	402,890	464,450	458,910	+1.2
For canning and other processing....	374,800	343,230	333,570	-2.8
For freezing... ⁴	88,090	121,220	125,340	+3.4

¹ Acreage for harvest and indicated production, 1954. ² Ark., Kans., Mo., Mont., Nebr., N. J., Okla., Tenn., W. Va., and Wyo.

Stocks of Canned Foods on May 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, RSP cherries, green and wax beans, lima beans, beets, carrots, corn, and peas have been issued by the Division

of Statistics, and detailed reports covering May 1 stocks have been mailed to all canners packing these items.

	Carry-over month	Case basis	Total Supply		Stocks, May 1		Season Shipments to May 1	
			1952	1953	1953	1954	1953	1954
			(thousands of cases)					
Apples.....	Aug.	6/10	3,826	3,120	785	522	3,042	2,590
Applesauce.....	Aug.	actual	10,181	11,384	1,719	2,445	8,462	8,938
RSP cherries.....	July	actual	4,105	3,962	330	469	3,775	3,492
Beans, green and wax...	July	actual	19,663	24,229	1,187	3,178	18,475	21,051
Beans, lima.....	Aug.	actual	3,296	3,604	626	901	2,671	2,703
Beets.....	July	actual	9,090	10,584	2,248	3,012	6,833	7,572
Carrots.....	July	actual	2,816	3,157	733	1,237	2,084	1,920
Corn.....	Aug.	actual	38,640	38,562	18,339	10,915	30,301	27,643
Peas.....	June	actual	34,186	34,786	4,934	6,089	29,252	28,696

1953 Packs of Fruits

Reports on the 1953 packs of blueberries, spiced peaches, and plums have been issued by the N.C.A. Division of Statistics.

1953 Pack of Blueberries

	1952	1953
	(actual cases)	
Maine.....	396,164	401,092
Other states.....	342,781	357,244
U. S. Total.....	738,945	758,336

1953 Pack of Spiced Peaches

	1952	1953
	(actual cases)	
California.....	213,577	403,519
Other states.....	109,253
U. S. Total.....	213,577	512,772

1953 Pack of Plums

The 1953 pack of plums (not purple plums) totaled 127,396 actual cases compared with 159,446 cases packed in 1952.

1953 Cranberry Sauce Pack

The 1953-54 pack of cranberry sauce totaled 5,422,134 actual cases compared with the 1952-53 pack of 4,695,367 cases, according to a report by the N.C.A. Division of Statistics.

Container Size	Num- ber per case	1952-53	1953-54
(actual cases)			
211 x 300 ¹ (6-8 oz.)..	48	380,379	532,334
211 x 206 ²
300 x 407 (15-16 oz.)..	24	4,042,422	4,624,929
No. 2.....	24
No. 3 Cyl. (404 x 700)	12	5,926	5,848
No. 10.....	6	221,414	224,580
Miscellaneous tin.....	16,352	8,967
Miscellaneous glass..	38,874	25,476
U. S. Total.....	4,695,367	5,422,134

Pimientos for Processing

The prospective 1954 planted acreage of pimientos for processing in Georgia is 24,000 acres, according to a May 21 estimate by the Crop Reporting Board. This exceeds the 20,000 acres planted in 1953 by 20 percent and the 1943-52 average plantings of 15,950 acres by 50 percent.

In other states outside Georgia, for which estimates are made, 9,500 acres are reported for 1954 compared with a revised estimate of 6,600 acres planted in 1953.

CONGRESS

Philippine Trade Act

Chairman Reed of the House Committee on Ways and Means on May 25 introduced a bill, H. R. 9315, to provide for an extension on a reciprocal basis of the period of the free entry of Philippine articles in the United States.

RENEGOTIATION

Renegotiation Reports

The Renegotiation Board on May 25 granted a further extension of time for filing financial statements under the Renegotiation Act of 1951. The final date for filing forms RB-1 and RB-1B is set at July 1.

This is the second monthly extension of the deadline for filing.

Forthcoming Meetings

June 3—Tidewater Cannery Association of Virginia, Annual Meeting, New Atlanta Hotel, Colonial Beach, Va.
 June 8-11—Processed Apples Institute, Spring Meeting, Skytop Lodge, Skytop, Pa.
 June 10-11—National Red Cherry Institute, Annual Meeting, Hotel Gettysburg, Gettysburg, Pa.
 June 13-14—Michigan Cannery and Freezers' Association, Spring Meeting, Park Place Hotel, Traverse City
 June 13-17—National Association of Retail Grocers, Annual Convention, National Guard Armory, Washington, D. C.
 June 15-16—Maine Cannery Association, Summer Meeting, Lakewood (near Skowhegan)
 June 27-July 1—Institute of Food Technologists, Annual Meeting, Los Angeles
 July 2-9—National Kraft Packers Association, Annual Meeting, Catawba Cliffs Beach Club, Fort Clinton, Ohio
 July 14-23—Indiana Cannery Association, Annual Mold Count School, Purdue University, Lafayette
 July 25-August 6—New York State Cannery and Freezers Association, Annual Mold Count School, New York State Experiment Station, Geneva
 October 10-13—National Association of Food Chains, Annual Convention, Waldorf-Astoria Hotel, New York City
 October 21-23—Florida Cannery Association, 23rd Annual Meeting, Hollywood Beach Hotel, Hollywood
 November 1-3—Iowa-Nebraska Cannery Association, 63rd Annual Meeting, Hotel Fort Des Moines, Des Moines
 November 4—Illinois Cannery Association, Fall Meeting, Chicago
 November 8-9—Wisconsin Cannery Association, 50th Annual Convention, Schroeder Hotel, Milwaukee
 December 2-3—Michigan Cannery and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids
 December 7—Minnesota Cannery Association, 48th Annual Convention, Hotel Radisson, Minneapolis
 January 9-13—Super Market Institute, Midyear Meeting, Boca Raton Club, Boca Raton, Fla.
 January 27-28—Cannery League of California, Annual Fruit and Vegetable Sample Cutting, Fairmont Hotel, San Francisco
 February 19-23—National Cannery Association, 48th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Chicago
 March 23-25—Cannery League of California, 51st Annual Meeting, Santa Barbara Biltmore, Santa Barbara

U. S. Wholesale Grocers Assn.

The U. S. Wholesale Grocers Association elected the following officers recently at the association's annual convention:

President—Alfred Dorman, Alfred Dorman Company, Statesboro, Ga.; executive vice president—Harold O. Smith, Washington, D. C. (reelected); vice president and secretary—R. H. Rowe, Washington, D. C. (reelected); treasurer—Gus C. Covington, Covington Bros. and Company, Mayfield, Ky.

Meeting of N.C.A. Directors

(Concluded from page 199)

Labeling Committee, reported that the survey is being continued to bring about a standardized use of labeling terms. The Board voted approval of the Committee's recommendations of terms describing 18 canned products. Full text of Mr. Baxter's report, including the recommended descriptive terms for these products, appears on page 205.

W. Stanley Macklem, Chairman of the Raw Products Committee, reported on the program of the Committee and its Technical Advisory Committee, commending the work performed for the industry on such matters as seed quality improvement, precision planter development, row crop spraying, mobile vinters, fruit problems. Text of Mr. Macklem's report is reproduced on page 204.

The Board elected two members to its Executive Committee—Glenn

Knaub, P. J. Ritter Company, Bridge-ton, N. J., and L. M. Jones, Washington Cannery Coop., Vancouver, Wash.

President Willkie opened the proceedings by calling Past President Louis Ratzesberger, Jr., to the rostrum and presenting him with an illuminated scroll expressing the Association's appreciation of his outstanding services as 1953 President. The Board members also rose in silent tribute to the memory of three men, recently passed on, who rendered great service to the industry—Berkeley Davis, Rogers Canning Company, Milton, Ore., a former Director; Dr. J. Russell Esty, Director of the N.C.A. Western Branch Laboratory; and J. E. Fitzgerald, former Assistant Secretary and Director of the Information Division.

As Chairman of the Finance Committee, Mr. Ratzesberger presented a report on the Association's financial status, along with the 1953 audit. Expenditures for the first four months of 1954, he reported, were about \$50,000 more than for the same period of 1953, accounted for by expense of the Consumer and Trade Relations program, extra meetings of the Legislative Committee, increased expenses in the Claims Division, a higher rate for INFORMATION LETTER printing, and certain tax and other regular payments that were met earlier in the year than usual. These increases, he said, do not indicate that total expenditures for 1954 would exceed the budget.

PERSONNEL

Super Market Institute

The Super Market Institute elected the following officers recently at the association's annual convention:

President—Ray E. Dillon, J. S. Dillon & Sons Stores Company, Hutchinson, Kans. (reelected); vice presidents—Joseph P. Mott, Mott's Super Markets, Hartford, Conn. (reelected); Henry J. Eavey, Henry J. Eavey, Inc., Richmond, Ind.; Roy Furr, Furr's Inc., Lubbock, Tex.; and Sam Steinberg, Steinberg's Ltd., Montreal; secretary—Harry J. Klein, Klein Super Markets, Inc., St. Paul; treasurer—Wayne E. Brown, Big Bear Stores Co., Columbus, Ohio (reelected) executive director—Don Parsons, Chicago (reelected).

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